

### Starting Right

"How can I succeed?" Is constantly being asked by every normal man. "Oh, if some fairy would but map out the way for me," sighs many.

This writer does not claim to be a fairy; not even a near-fairy, but he rises to say that this matter of succeeding is just a plain, practical, common sense proposition, backed by plenty of grit and sticktiveness. Boil the matter down, and you will discover that there are just two things, that and no more, that are necessary to success. First, Start right. Second, Continue right. My boy, Adhere strictly, consistently, persistently, doggedly to these two rules and you will succeed. Simple, isn't it? Thank you.

### The Same Old Story

This is a hurry, burly, bustling, hustling, quick-step age in which we live. We scarcely take time to eat, much less, "to be holy," according to the Scriptural injunction. It is the short cuts to success, the get rich quick schemes, that interest most of us. The ox cart satisfied our forefathers, the prancing, dashing thoroughbred horses were a long step ahead of the ox team, and this satisfied for a time. But nothing short of a high power automobile furnishes us "sweet satisfaction" now.

Are we growing weaker and wiser, or faster and more foolish? The other day in Carlsbad, one man was perhaps killed, two others injured, an automobile demolished, a farm wagon smashed into kindling wood and a mule killed, when the automobile, in which the three men were riding, ran into the wagon. Why this accident? One man was in a hurry to catch the outgoing train. That's all. Better be late and alive, than on time and dead or maimed.

### Improving His Home

Tom Reagan, one of the successful stock farmers, who has a good little ranch five miles east of town, is busy this week remodeling and otherwise improving his already good residence. Among other things, he is having the house plastered and pebble dashed. J. E. Humphrey a local carpenter, is doing the work. When finished, this will be one of the best country homes in the county.



### We Take Special Care in Filling Prescriptions

When you come to us you have the assurance that your prescriptions will be promptly and carefully compounded with fresh, pure drugs.

We Also Carry a Complete Line of  
Druggists' Sundries  
Perfumes Toilet Articles  
Candies, Etc.

We want your trade and you will find our goods just as represented.

**City Drug Store**

S. MAIN ST. CLOVIS, N. M.

### Lincoln Locals

The literary was well attended Friday night.

A party was given at the home of Mrs. Sarah Trimble Saturday night, all enjoyed a fine time.

Mrs. Ike Brasher has been on the sick list for several days.

Preaching services were held at the Lincoln school house Sunday morning.

Mr. and Mrs. J. N. Watts and family took dinner at the Palmateer home last Sunday.

Onie Gilliland is helping Chas. Palmateer spread straw over the wheat.

A singing was given at the Bennett home Sunday afternoon.

Rev. Etchison held preaching services Sunday night.

The Gilham young folks, of Liberty, attended preaching services Sunday.

Julius Palmateer has started to the Pleasant Hill school.

Cutie Bill.

### Ruth Reporter

Sunday School was well attended at Ruth Sunday.

A large crowd from Ruth attended the literary at Tera Blanco Saturday night.

Singing well attended Sunday night at Prof. Thomas.

Jake Bombarger has returned from Shawnee, Oklahoma, where he has been on business.

Mr. and Mrs. G. R. Stout, Mr. and Mrs. J. T. Stout, Mrs. Gable and Jessie Harris spent Friday at the R. E. Sheridan home.

J. T. Stout is on the Jury at Clovis.

Wheat is looking fine in this part of the county.

The writer is not well so the news is scarce this week.

Grandpa.

### Death Claim Promptly Paid

Not often, if ever do those especially, who are in moderate circumstances, need money more than in the hour when death comes into their homes. At that time there is always, more or less, of extra expense. And this comes often as a heavy tax upon many, and adds to the already sore trials of the dark hour. Some extra, ready money just at this particular time, comes as a little ray of sunshine into the desolate and dreary lives.

That is exactly what the New Mexico Mutual Life and Aid Association, of Clovis, did for one of our neighbors, this past week. Read the letter, which explains itself, from Mrs. Skala, that appears in this issue of the News.

Clovis, N. M.,  
Feb. 18th, 1916.

Mr. C. C. Baker,  
Sec'y. New Mexico Mutual  
Life & Aid Association,  
Clovis, N. M.

Dear Sir:

I wish to acknowledge receipt of \$426.00 payment in full of amount due on my husband's membership in your Association, and who died on February 16th, 1916.

I also want to thank you and the other members of the Association for the business like manner with which this has been handled and your promptness in making the payment. I appreciate it all the more because it comes right now when it is needed and will help me in meeting the unexpected expense in connection with my husband's burial.

Wishing you much success, I am  
Yours respectfully,  
(Signed) MRS. ALICE B. SKALA.

(The above is a copy of the letter we received from Mrs. Skala acknowledging receipt of the payment which was made two days after his death. Promptness in payment of claims is one of the main features of our Association.)

### HAS KEEN EYE FOR BUSINESS

One English Volunteer Policeman Who Probably Will Not Lose Much By the War.

The foibles of his ally John Bull are even now not quite invisible to the Frenchman. And the following story of a special constable, or volunteer policeman, in London, is related not without malice by a Paris paper. Just after the last Zeppelin raid, when the orders against showing lights were very strict, this special was on duty in one of the suburbs. Every time he saw a house that was letting its lights shine too freely out of its windows he knocked at the front door and called the attention of the householder to the rules in such cases made and provided and to the danger. And, as in becoming a special constable he had not ceased to be a man of business, he not only called attention to the badly shaded light, but suggested a contrivance for subduing the illumination. This contrivance, he said, he had tried in his own house with the most satisfactory effect. All with the most disinterested air imaginable. His next step was to draw from his overcoat pocket a sample of the contrivance itself, with the remark that he had just happened to be carrying it home to a particular friend who had asked him to procure it. The result was that at the end of his tour of duty he had written down in a little note book a couple of hundred orders for the wonderful shade, which meant that he was able to collect in commissions, at the rate of a shilling a shade, a matter of £5, or £25, or, to put it magnificently in French coinage, 125 francs.

### HAD VISIT FROM APPARITION

Story of Telepathic Thought Transference in Which British Soldier Is Chief Actor.

In the Evening News, London, appears the following account of a telepathic vision of a soldier at Kensal Rise furnished to the paper by Leonard Williams, who received the story at first hand:

A curious story of telepathic thought transference accompanied by a ghostly vision is reported on good authority from Kensal Rise. Two or three evenings ago a woman who lives in that neighborhood heard a loud knocking at her front door. She opened it, but nobody was seen.

On returning to the sitting room, however, she noticed a dim figure in khaki standing at the farther end. After some seconds this figure melted away. The woman told her husband, and the next evening they received a visit from an old friend, a soldier just back from the front, to whom she related the incident. He asked at what time it happened. She told him at half-past seven exactly.

"That's very strange," the soldier remarked, "for yesterday while I was crossing from France I looked at my watch, and finding the time to be half-past seven I said to myself, 'I wonder what Mr. and Mrs. — will say when I drop them a call this time tomorrow evening?'"

### Long-Distance Oratory.

A dinner was given by a certain Cleveland business organization a few nights ago, according to the Plain Dealer of that city. The toast list included the names of several eminent people, and the attendance was very large.

The first speaker introduced by the toastmaster was one of the long-winded variety. Twenty minutes is the right length for an after-dinner speech, if it is very interesting or very witty. But at the end of forty-five minutes the speaker was still going strong, and he was beginning to try to prove something by columns of statistics.

The second speaker got his heartiest applause at the end of one minute. He said:

"I shall not detain you long. In listening to the remarks of the last speaker—I beg his pardon for not remembering his name; it was given us by the toastmaster, but that was so long ago that I have forgotten it." That's as far as he got.

**Dog Has Silk-Lined Coffin.**  
Don, a beautiful collie dog belonging to Miss Ellen F. Mason, is dead, according to a dispatch from Newport, R. I. He was run over by an electric car, and many residents in the villa colony will mourn his loss. His chief pleasure was to play in the pretty fountain in the grounds of his mistress' estate in Rhode Island avenue, always begging to have the water turned on for his frolics.

His grave is beneath an evergreen near the fountain. He had a silk-lined coffin, and a suitable slab is being made which will be simply marked "Don."

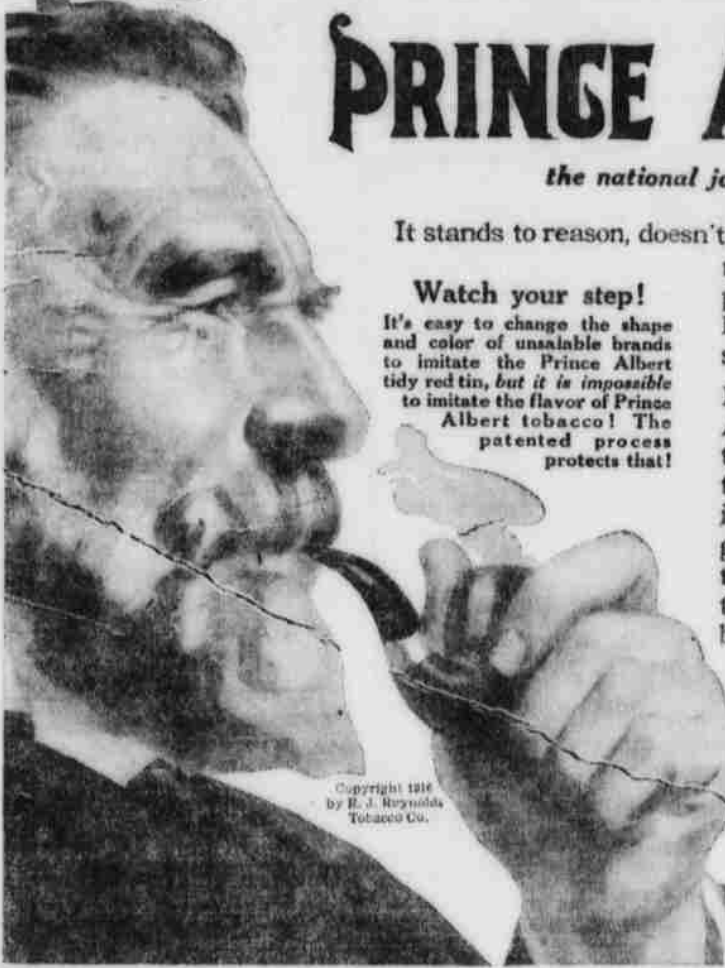
Don II has now appeared on the scene. He is a very young Scotch collie.

Among other graves of dogs marked with slabs at Newport are those on the estates of Mrs. Hermann Oelrichs, Mrs. George B. De Forest and Mrs. Royal Phelps Carroll.

### The Deceiver.

Family Physician—I am afraid, Mrs. Gaybird, your husband cannot last much longer. The trouble with your husband, madam, is that he has overdrawn his account at the bank of vitality.

Mrs. Gaybird—I felt sure he was deceiving me about something. Doctor, I give you my word, I never knew he had any account there.—Topeka Journal.



## Prince Albert is such friendly tobacco

that it just makes a man sorry he didn't get wind of this pipe and cigarette smoke long, long ago. He counts it lost time, quick as the goodness of Prince Albert gets firm set in his life! The patented process fixes that—and cuts out bite and parch!

Get on the right-smoke-track soon as you know how! Understand yourself how much you'll like

# PRINCE ALBERT

the national joy smoke

It stands to reason, doesn't it, that if men all over the

### Watch your step!

It's easy to change the shape and color of unsalable brands to imitate the Prince Albert tidy red tin, but it is impossible to imitate the flavor of Prince Albert tobacco! The patented process protects that!

nation, all over the world, prefer P. A. that it must have all the qualities to satisfy your fondest desires?

Men, get us right on Prince Albert! We tell you this tobacco will prove better than you can figure out, it's so chummy and fragrant and inviting all the time. Can't cost you more than 5c or 10c to get your bearings!

Buy Prince Albert everywhere tobacco is sold—in tippy red bags, 5c; tidy red tins, 10c; handsome pound and half-pound tin humidor—and in that classy crystal-glass pound humidor with sponge-moistener top that keeps the tobacco in such great trim!

R. J. REYNOLDS  
TOBACCO COMPANY  
Winston-Salem, N. C.

J. E. Houchen, this week sold two of his residence houses to Mrs. Effie B. Winslow, of Independence Kansas, for \$2000.00 cash. Mrs. Winslow will move to Clovis for the benefit of her daughter's health.

Robert C. Dow, of the Pecos Valley country, was up the first part of the week in the interest of his candidacy for District Attorney for the 5th Judicial District. While in the city he made the News office a pleasant call.

F. G. Avery, who lives north of Texico, was a pleasant caller at the News office Saturday. Mr. Avery has lived on the Plains for the past seven years, and he is well pleased, like most everyone else.

## We Have a Nice Line of Spring Coats, Suits, Skirts and Waists

Everything in the New Shades and Styles Going at Rock Bottom Prices!

Owing to the large number of hats purchased in our Millinery department at a great reduction, we are enabled to offer you a reduction of 20 per cent on all cash sales on hats above \$4.00, and 10 per cent on all cash sales from \$2.00 to \$4.00.

Do not fail to look over our line. You will find just what you most need—a becoming and stylish hat. See us in our new quarters.

Opposite the Southwestern Drug Store. Next door to A. L. Gurley's Office.



..Osborne & Wright..